"eBRIDGE: empowering e-fleets for business and private purposes in cities"

eBRIDGE

Electric vehicles fulfil all the requirements to become a main player in urban transport systems: they are clean, efficient and silent. However, main barriers for a wider uptake of electric cars still remain to be addressed: higher costs compared to conventional vehicles, reliability on and acceptance of the range of EVs as well as the need for a dense and standard charging infrastructure network. The eBRIDGE project aimed to demonstrate that the introduction of EVs in captive fleets for corporate and private usage in cities can help overcome these barriers and efficiently contribute to improving market conditions for the e-mobility sector. The main target groups are car users and captive fleets of private companies, car sharing operators, local administrations and public transport operators who are engaged with EVs within and after the project. Seven case studies in six countries developed actions to optimise operational fleet performance, tested and launched solutions to facilitate the use of car sharing offers and raise awareness among target groups and further relevant stakeholders on the suitability of electric mobility for urban transport and commuting.

Results

- eBRIDGE Start Up Kit oriented to optimise the operational performance of e-fleets and trigger behavioural change towards electric mobility among target groups.
- Optimisation of overall fleet performance through tailor-made approaches and next generation car sharing solutions.
- Raising awareness campaigns and promotional tools targeting car users and fleet operators to improve attitudes towards electric vehicles and trigger behavioural change.
- Knowledge generation and expanded networks to set the baseline on market barriers, potentials and perspectives of electric fleets.
- Transferability and replication of good practices to initiate electric fleets and promote them among target groups.

Lesson learned

- The Austrian pilot addressed mobility needs in rural areas: Peer-to-peer CS for business and private trips is available in 42 sites. Regular contact with the users and promotional activities are the key of this successful approach.
- Valencia showed that e-CS is a useful instrument to give an overview of electric mobility and its benefits, providing an excellent opportunity for companies and local administrations to engage with e-car sharing, e.g. through the provision of home-care services.
- Vigo was testing the suitability of e-cars for business trips with very positive results: after the test period, the employees wanted to repeat the experience and reported to be very satisfied with EVs performance.
Lisbon was assessing the potential of e-cars in the municipal fleet. Results showed that the users adapt well to the new technology: less speeding, reduced range anxiety, positive feedback.

Milan was evaluating the benefits of e-CS for urban travel, especially to access environmental restricted zones.

Berlin was exploring the benefits of e-CS for business travel. The results showed that there is room for improvement and that new approaches are needed in order to place electric cars as a competitive option for car sharing operators.

Carmarthenshire CC was the 1st local authority in Wales to adopt e-cars: most users are positive about using e-cars and substantial savings as a result of introducing EVs in the fleet have been achieved.

### Partners and coordinator

<table>
<thead>
<tr>
<th>Choice GmbH [1]</th>
<th>Germany</th>
</tr>
</thead>
<tbody>
<tr>
<td>Choice GmbH [1]</td>
<td>Germany</td>
</tr>
<tr>
<td>DB Fleet Services GmbH [2]</td>
<td>Germany</td>
</tr>
<tr>
<td>Mobility Institute Vorarlberg [3]</td>
<td>Austria</td>
</tr>
<tr>
<td>Austrian Mobility Research / Forschungsgesellschaft Mobilitaet Gemeinnützige GmbH [4]</td>
<td>Austria</td>
</tr>
<tr>
<td>I Nova Consultoras en Excelencia e Innovacion Estrategica [5]</td>
<td>Spain</td>
</tr>
<tr>
<td>Galician Cluster of Automotive Companies [6]</td>
<td>Spain</td>
</tr>
<tr>
<td>Movilidad Urbana Sostenible S.L. [7]</td>
<td>Spain</td>
</tr>
<tr>
<td>Comunitat Autonoma de les Illes Balears [8]</td>
<td>Spain</td>
</tr>
<tr>
<td>Fondazione Legambiente Innovazione [9]</td>
<td>Italy</td>
</tr>
<tr>
<td>Azienda Transporti Milanesi S.p.A [10]</td>
<td>Italy</td>
</tr>
<tr>
<td>OCCAM Ltd. [11]</td>
<td>Portugal</td>
</tr>
<tr>
<td>Camara Municipal de Lisboa [12]</td>
<td>Portugal</td>
</tr>
<tr>
<td>Cardiff University [13]</td>
<td>United Kingdom</td>
</tr>
</tbody>
</table>

### Contact

Choice GmbH
Germany

**Contact point**

Name: Ms. Janett Kalina

E-mail: buettner@choice.de

Tel: +49(0)30-231491-213
Budget

Overall budget: 1.731.042,00 € (EU contribution: 75,00 %)

In brief

Sector: Alternative fuels & vehicles

Duration: 01/04/2013 to 31/03/2016

Contract number: IEE/12/713/SI2.644746

Website: http://www.ebridge-project.eu/en/

Tags:

electricity
mobility
transport

Media coverage

- Mit Elektroautos sechsmal um die Welt [14]
  ORF.at - 26/11/2014
- Caruso Carsharing: Mit Elektroautos sechsmal um die Welt [15]
  wirtschaftszeit.at - 25/11/2014

Related projects

- [ELE.C.TRA] [16] "Electric City Transport"
- [PRO-E-BIKE] [17] "Promoting electrical bicycles and scooters for delivery of goods and..."
- [BIOSIRE] [18] Biofuels and Electric Propulsion Creating Sustainable Transport in Tourism...
- [ALTER-MOTIVE] [19] Deriving effective least-cost policy strategies for alternative automotive...
- [GREEN POST] [20] Green alternative postal vehicle project
- [CLEAN FLEETS] [21] Promotion and Procurement of Clean and Energy Efficient Vehicles

Videos and Photos

<table>
<thead>
<tr>
<th>Attachment</th>
<th>Size</th>
</tr>
</thead>
<tbody>
<tr>
<td>eBRIDGE Project institutional video</td>
<td>0 bytes</td>
</tr>
<tr>
<td>E-Carsharing: drivers, barriers, experiences</td>
<td>0 bytes</td>
</tr>
</tbody>
</table>


Links